

June 16, 2023

**The City of Orlando**  
400 South Orange Avenue  
Orlando, Florida 32801

## **BLISS HEALTH: PROJECT DESCRIPTION**

To Whom It May Concern:

Bliss Healthcare Services was founded in 2015 and is dedicated to the prevention and treatment of HIV and sexually transmitted diseases. At the time it was established, Medical Director Dr. Roberto Ortiz applied the theory that the patient experience, and indeed their feeling of overall wellness, could be significantly enhanced by the physical appearance and aesthetic value of the clinical setting and surroundings. To accomplish this, the clinic leveraged music, art and interior design elements intended to contribute enjoyment to a patient's overall experience.

As evidenced by patient feedback and reviews, application of this approach proved tremendously positive and solidified Bliss's belief that a patient's positive feelings played a key role in their approach to medical treatment. In furtherance of this approach, the availability of mental health services was incorporated into a patient's treatment with a substantially positive impact. The impact, as relayed in patient surveys and social media postings, was overwhelming. Considered to be the medicine located outside the bottle, it confirmed that patients, who are often anxious or emotional about the need for medical treatment, experience positivity and wellness in an aesthetically pleasing setting and furthermore, these feelings greatly impact the patient's outlook and approach on good health.

In large part the application of lessons learned in these areas has led Bliss to pursue the adoption of a holistic approach to patient health and the incorporation of additional patient services, within their business plan, as well as the planning of their new building where much of this strategy will be applied for the first time. Particularly through the inclusion of a fitness center, nutrition delivery and dedicated spaces for guided meditation and yoga, the new building will largely mirror their business plan that emphasizes a holistic approach to overall patient health.

The project site is approximately 6.62 acres, located at 815 Herndon Avenue, identified as parcel 19-22-30-2624-00-011 per the Orange County Property Appraiser. The property is zoned AC-3, Metro Activity Center, and currently has direct vehicular access to Herndon Avenue to the west.

The property is neighbored to the west by Summit Church. To the south by a commercial strip center, and to the northwest by a United States Post Office. Abutting the north end of the property is the Cady Way Trail, which will be discussed further in this project brief.

There is an existing multi-story commercial building and existing parking lot located on the site that is in need of significant repair. This building and parking lot is proposed to be demolished as part of this project to make way for the new proposed development.

The new development for Bliss will include a new 3-story medical office building located centrally within the site to allow for an axial approach from Herndon Avenue towards a roundabout and integrated porte cochere for the building. The new building is proposed to have a total building area of 78,154 SF, broken down as follows:

First (Ground) Floor Building Area:	31,922 SF
Second Floor Building Area:	23,116 SF
Third Floor Building Area:	23,116 SF
Total Building Area:	78,154 SF

The Bliss facility is currently slated to include the following programmatic elements within the building footprint:

- Entry Atrium (from porte cochere – access to building functions and upper floors)
- Bliss Treatment Area (2<sup>nd</sup> Floor)
- Offices & Administrative Area (3<sup>rd</sup> Floor)
- Urgent Care (1<sup>st</sup> Floor with access from main level)
- Pharmacy (interior access by patients after being seen by physician / no drive-thru)
- Café' (within atrium)
- Fitness Center
- Conference Center (for in-service trainings with commercial kitchen facility)
- In-Car-Care

The 'In-car-care suite' is located on the southern end of the building and includes four (4) bays to which patients may enter into the building with their vehicles, similar to a garage. Each patient garage will serve as a private exam room and patients will be treated within their bay.

The northern area of the site is currently reserved for stormwater retention; however the Owner has identified a unique commitment to beatifying this area to not only enhance the use and function of their building, but also to embrace the proximity to the Cady Way Trail to the north. The proposed development plan identifies an intent to make an informal connection. This would be a controlled, or gated connection to the Cady Way Trail, but the Owner's vision and hope at this time is that the facility and grounds of Bliss could become a frequented stop along the trail and enhance its use.

As stated earlier in this brief, the overall mission of Bliss Healthcare is to leverage design elements to contribute to the patient's overall experience and improve their general health and well-being. It is the Owner's desire to develop areas of reflection and meditation within the northern landscaped gardens of the facility, as well as creating areas where other activities, such as yoga, or fitness classes could be held.

The Development Plan also addresses an existing parking access agreement that is currently in place with the neighboring church. The Owner has shared his proposed plans with the Church, and a new updated agreement, executed by both parties, appears to be eminent as of the date of this submission.

In closing, it is the overall mission and goal of Bliss Health to redevelop this site and construct a quality building that will serve the needs of their patients, and the community at large for years to come. The mission of Bliss is to make a meaningful impact on their

community, and the environment to which they will impact. We are also currently exploring potential LEED certification options for this project as well, however at this time a final determination of feasibility has not been made.

We hope that this description has provided an overall idea of the Owner's intended goals of the project and look forward to the opportunity to further define and delineate our mutual goals and requirements for the project with you. Thank you for your assistance in this matter. Please feel free to contact me should you have any further questions or comments.

Sincerely,



Jeff Powell, AIA, NCARB, Architect  
Powell Studio Architecture, LLC